

ABSTRACT

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The present invention relates to network banners which are distinct software applications
10 embedded within a web page or other internet application, which banners are capable of sending
and receiving data via the internet from a central synchronization server. Such communication
may be done without the user's leaving the web page wherein the network banner is embedded.
The network banners enable real time communications between and among distinct computers
and users connected to the internet. The network banners may include gaming functionalities for
multi-party gaming among network banners or communications software.